

ABSTRAK

Pandemi COVID-19 telah menjadi sosok yang menakutkan bagi seluruh orang di dunia. Keadaan ekonomi di Indonesia pun juga terguncang saat pandemi ini melanda, banyak bisnis yang menutup usaha dikarenakan tidak ada mobilitas yang diperbolehkan untuk menghindari penyebaran virus. Penelitian ini bertujuan untuk mengetahui upaya yang dilakukan informan untuk mempertahankan kelangsungan bisnis *make up artist* miliknya pasca pandemi COVID-19. Dikarenakan pada usaha ini memerlukan kontak langsung dengan klien, usaha *make up artist* milik informan ikut terguncang pasca pandemi COVID-19 melanda.

Metode yang digunakan pada penelitian ini adalah pendekatan kualitatif deskriptif. Data diperoleh dari seorang *make up artist* di Surabaya, melalui wawancara dan hasil wawancara tersebut diolah menjadi sebuah narasi yang tepat.

Hasil dari penelitian ini adalah informan melakukan 5 upaya yang beliau gunakan untuk kelangsungan bisnisnya yaitu dengan menurunkan harga jasa, memberikan *treatment* gratis, membuka kelas *make up offline* dan *online*, melakukan promosi di media sosial dan bekerja sama dengan MUA lain. Dengan dilakukannya upaya-upaya ini, informan mampu mempertahankan kelangsungan bisnisnya dan meningkatkan pendapatannya pasca pandemi.

Kata Kunci : COVID-19, Ekonomi, *Make Up Artist*, Kelangsungan Bisnis

ABSTRACT

The pandemic of COVID-19 had been a scary moment for everyone in the world. Economic condition in Indonesia, for example, was also shocked during the pandemic. Many business sectors were closed as there was no mobility allowed to avoid the virus spreading. Therefore, this research aimed to find out the informant's effort in maintaining the business sustainability of his/her makeup artist during the pandemic era of COVID-19. Because it needed to have direct contact with the client, the business was affected during the pandemic.

The research was descriptive-qualitative. Moreover, the data were taken from one of the makeup artists in Surabaya. The instrument in the data collection technique used an interview. The interview was analyzed into a precise narration.

The result showed that the informant had 5 efforts that he/she used for business sustainability, i.e. decreasing the service price, giving free treatment, opening makeup offline and online classes, doing promotion on social media, and cooperating with other makeup artists. By making those efforts, the informant was able to maintain his/her business sustainability and increase income during the pandemic era.

Keywords: *COVID-19, Economic, Makeup Artist, Business Sustainability*

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